Health Communication and Outreach for MRC Volunteers





What We'll Talk About...

- Public Health Outreach& Disease Prevention
- ★ Virginia Preparedness
- ★ Communication 101
- ★ Public Health Messages
- MRC Outreach Teams





Introductions

- **★** Name
- ★ Last meal restaurant or self-prepared
- ★ Last update of emergency plan info
- ★ Last mosquito protective action
- ★ Recall an incident where you accepted literature or stopped to talk to an educator and why





Public Health

"The science and art of preventing disease, prolonging life and promoting health through the organized efforts and informed choices of society, organizations, public and private, communities and individuals."

- Sir Donald Acheson





Core Functions



VIRGINIA

medical reserve corps



Division of Prevention & Health Promotion









Division of Chronic Disease Prevention and Control
www.vdh.virginia.gov









www.vdh.virginia.gov



Are We Prepared?

- ★ 57% of individuals reported having "supplies set aside in their home to be used only in the case of a disaster."
- ★44% of individuals reported having a household emergency plan "that included instructions for household members about where to go and what to do in the event of a disaster."





Preparedness & Response















MRC Volunteers are our Public Health and Preparedness CHAMPIONS!





To look is one thing,
See is yet another,
To listen is a third,
But to act upon
what you understand
is all that matters.





Communication is

- Transactional
- Process
- Creates Meaning
- Basis for Relationships
- Influences Behaviors





Communication Basics

- ★Talking is NOT communicating
- ★Delivering the message is not enough
- ★Message must be received







Hearing vs. Listening



★Hearing and Listening are Different

- Hearing is a sensory experience that gathers sound waves indiscriminately
- We can "hear" without choosing to listen





Listening vs. Hearing

- **★**Listening is Voluntary
 - More than just receiving sound and transmitting to the brain
 - It interprets/processes the sounds we "hear"
 - Interpreting/processing "sounds" requires empathy





Active Listening Actions

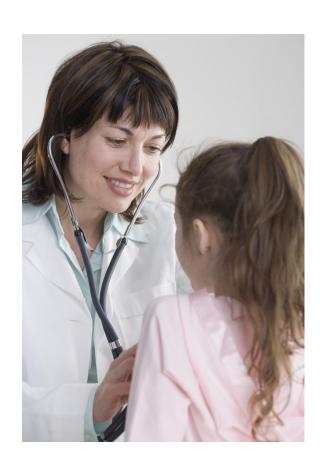
- ★ Make eye contact
- **★**Adjust your body posture
- ★Give verbal or non-verbal acknowledgment
- ★Clear your mind
- **★**Avoid distracting behaviors





Listening Sins

- ★ Filtering
- ★ Second Guessing
- **★** Discounting
- **★** Relating
- ★ Rehearsing
- ★ Forecasting
- ★ Placating







Communication Obstacles

- **★** Uncertainty, complexity
- **★** Distrust
- ★ Conflicting evidence
- ★ Selective reporting by the news media







Communication Obstacles

- **★** Emotion trumps logic
- ★ Personal information
- ★ Language & culture
- ★ Physical presence







Risk Communication

- ★ Show empathy, but don't over reassure
- ★ Acknowledge what's been said
- ★ Say what you know
- ★ Say what you don't know
- ★ Provide an action for self-resolution









Communication Exercise

- ★Pair up
- ★ Receive scenario
- **★**Speaker Responder
- ★Try to keep dialogue going
- ★Use what you learned
- **★**Group discussion





Stretch Break











Effective Communication Messages

- ★ Tailor communication so it takes into account emotional response to event
- ★ Empower audience to make informed decisions
- ★ Prevent negative behavior and encourage constructive responses





Communication Message Strategies

- ★ Focus on "you can do it and here's how"
- ★ Remind people that they can make a difference
- ★ Provide easy and clear steps
- ★ Teach the skills needed to be successful





Message Maps

It's easy as 1,2,3

One topic =3-4 answers

Keep it simple





Message Mapping

3-4 key messages

3 short sub-messages

Written and verbal communication





Message Map

Key Message 1	Key Message 2	Key Message 3
Support 1.1	Support 2.1	Support 3.1
Support 1.2	Support 2.2	Support 3.2
Support 1.3	Support 2.3	Support 3.3







Preparedness

Prepare a Kit	Make a Plan	Stay Informed
Be prepared for 3 days	Identify points of contact	Read more at www.ready.gov
Go-bag to leave	Ask partners for plans	Register for Arlington Alert
Inform family	Review with family & neighbors	Tune to 1700AM during an emergency







Mosquito Control

Remove standing water	Wear protective clothing	Use insect repellant
From children's swimming pools, ponds/puddles	Long sleeves	DEET 10% children; 23% Adults Picaridin, Oil of lemon eucalyptus (not <3)
Flower pots, bird baths, gutters & corrugated pipes	Long pants	On bare skin
Buckets & toys	At dusk and dawn	Read the label!





Flu Prevention Exercise

The Centers for Disease Control and Prevention now recommends annual flu vaccination for all Americans over the age of 6 months. The vaccine is typically available as an injection or as a nasal spray. However, the influenza vaccine isn't 100 percent effective, so it's also important to take measures to reduce the spread of infection.



Develop a message map related to preventing the flu.





Message Map

Key Message 1	Key Message 2	Key Message 3
Support 1.1	Support 2.1	Support 3.1
Support 1.2	Support 2.2	Support 3.2
Support 1.3	Support 2.3	Support 3.3
RGINIA		

medical reserve corps



Flu Prevention

Get vaccinated	Prevention	Take medicine
Seasonal flu vaccine in Oct/Nov	Wash hands thoroughly	Antiviral drugs
H1N1 and seasonal together	Cover Coughs	Will need prescription
Recommended for all	Stay home when ill	Start within 2 days of symptoms







Always Remember To ...

- ★ Make eye contact
- ★ Engage in active listening
- ★ Answer questions thoughtfully
- ★ Recognize people's frustrations and communicate empathy
- ★ Use visuals where appropriate







Learning Styles











Handling Citizen Feedback

- **★**County representative
 - No personal opinions
- ★Do not respond to individual medical questions
- ★It's ok to say, "That's a great question. Please let me refer you to the person who can best answer that that."



Handling Citizen Feedback

- ★ Refer individuals to:
 - Their physician
 - Local Health Department
 - Free Clinics
 - VDH or CDC websites for more information





Avoid the Pitfalls

★ Remain calm, attentive and polite.

Don't let your feelings interfere with your ability to communicate positively.

★ Don't convey disgust, frustration, indifference or fear.

★ Turn negatives into positives and always bridge back to your key message(s).





Outreach Team Expectations

- ★ Specialized Training Health, Preparedness or MRC recruitment
- ★ Contact with MRC Coordinator
- ★ Outreach kit
- ★ Attire





Communication Examples

- ★ Pair up
- **★**Discuss the scenarios
- **★**Try to continue dialogue
- ★Present out in 10 minutes





Next Steps

- ★Identify what topic you are most passionate about
- ★Complete focus area training
- ★Work with MRC Coordinator to provide outreach





Do you know a little more about?

- Public Health Outreach& Disease Prevention
- ★ Preparedness
- ★ Communication 101
- ★ Public Health Messages
- How you to provide health information to the community





Resources

http://www.vahealth.org/prevention/inde x.htm

http://www.cdc.gov/DiseasesConditions/





Questions?

CONTACT INFORMATION



